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E | THE GAZETTE | MONTRÉAL | SATURDAY, APRIL 1, 2006
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QUEBEC'S STAR MACHINE

HOW LOCAL PR EVENTS BOLDLY AIM TO CREATE OUR OWN GALAXY OF HOMEGROWN VEDETTES

JUAN RODRIGUEZ
SPECIAL TO THE GAZETTE

The polished New Age stones were the tip-off that Amélie Veille wanted to make the launch of her second CD, Un moment ma folie, stand out in a city glued to *lancements* – "news" announcements and schmoozefests and photo-ops hyping some new record or show or award or contest – as the lifeblood of its world-unique star system.

It was last Monday, habitually a low-key day in the local social whirl, and paparazzi from Echos Vedettes to La Presse to MusiquePlus to CKOI looked a little peaked staggering in after le weekend's first rays of spring. Tuesdays through Thursdays are more-coveted spots for lancements.

But Amélie Veille is nothing if not nouvel âge, radiant in an open transparent smile, and she's up to the challenge at the chic L'Espace Dell'Arte, in an old 1930s brick building at Jean Talon and St. Laurent, the crossroads of multiculturalism in Montreal. Each bar table is festooned with polished stones and pebbles on deep blue tablecloths sprinkled with tinsel stardust. Each tabletop is centred with a large candle embedded in stones in a glass lantern.

Please see LAUNCHES, Page E3

DESIGN AND PHOTO ILLUSTRATION DAVID FITZPATRICK THE GAZETTE

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